

## Chapter 1 : Software localization best practices | Blog

*Translation and localization can help you communicate with the global marketplace. To reach a growing global market, you need to not only translate your content into a foreign language, your content needs to be localized, which involves a more comprehensive cultural adaptation to better reach your target audience.*

A standard bit-mapped graphics format used in Windows. A bit-mapped graphics file format used by the World Wide Web. It features lossless data compression and is best for computer-generated, nonphotographic images. A lossy compression-type graphics format for color files. Best for photographic images. Files end with JPG extension. NET Microsoft platform for applications that work over the Internet. This widely used file format employs lossless compression. A file format created by Adobe Acrobat, primarily for read-only use with Acrobat Reader. Can be edited with the full version of Acrobat. PDF files capture formatting and layout data from files created with another application, allowing others without that source application to view properly formatted documents via Acrobat Reader on any system supported by Acrobat Reader. SHG files Bitmaps with a hotspot overlay. Widely used file format for storing bit-mapped images on both PC and Macintosh platforms. Commonly used for scanned images. Files end with TIF extension. ActiveX A Microsoft program development technology that allows data to be shared among different applications. Conceptually similar to Java, ActiveX has a significant presence in Web-based applications. A-Link A linking macro provided in WinHelp that allows jumps based on keywords rather than specific context strings. A-links do not have to be localized. A-links are never seen by the end-user and are used only by the help system. A standard for assigning numerical values to the set of letters in the Roman alphabet and typographic characters. Back translation The process of translating a document that has already been translated into another language back to the original language - preferably by an independent translator. Bidirectional A writing system in which text is generally flush right, and most characters are written from right to left, but some text is written left to right as well. Arabic and Hebrew are the only bidirectional writing systems in current use. BinHex encoding is especially common on MAC platforms. By combining the styles from several sheets, or using specific rules to override general rules, you can "cascade" the information across multiple pages. Call out A small text box referring to an element or feature in a graphic. A broad term used to describe computer applications that automate and assist with the act of translating text from one language to another. CAT tools are highly effective in improving translation productivity and quality e. Character A symbol standing for the smallest abstract component of a writing system or script, including sounds, syllables, notions or elements, as opposed to glyphs. Chunk Depending on the level in which it is stored, this term is used to describe a subset of content stored in a Content Management System CMS. A Chunk can be a word, phrase, sentence or paragraph. Chunks are combined by the CMS to create a document. See also Content Management System. A color model in which all colors are described as a mixture of these four process colors. CMYK is the standard color model used in offset printing for full-color documents. Also called four-color printing. Compiling Converting a program written in a high-level programming language from source code into object code. Source code must be compiled before it becomes an executable program. Computer code The computer readable code that makes up a program. Also called object code or machine language. Concatenation A programming method used to avoid creating a number of repetitive messages by starting with a base sentence containing variables that grab the desired elements when the software is run. Content Management System CMS Tools that automate the process of storing, creating, maintaining, publishing, and updating content so that users can subsequently find and retrieve large amounts of data. There are many different CMSs available on the market but many of them are not true CMSs but rather file management systems. A true CMS allows authors to place their content in a centralized system that is shared across the organization. This content can then be re-used amongst authors and the content can be published to many different formats including Documentation, Help, Web, etc. See also Globalization Management System. Corpus plural corpora A large body of natural language text used for accumulating statistics on natural language text. Corpora often include extra information such as a tag for each word indicating its part-of-speech and perhaps the parse tree for each

sentence. Also, a large body of source-language text used for a translation. Cropping Trimming the edges of a graphic to make it fit or to remove unwanted sections. Allows individuals to acquire the awareness and knowledge necessary for building effective skills and behavioral adaptations for multicultural management and business. Cultural orientation Developing cultural self-awareness and effective behavioral strategies to minimize the cultural gaps that occur when contrasting value orientations of different social groups. Database An organized collection of data managed by a program that allows users to add, delete, and change the data. Re-engineering original source code to support the input, display, and manipulation of double-byte language character sets. This program enables users to manage and utilize a database. It is the interface that facilitates a multi-user system; it also tracks where data is stored in the storage media so that other programs do not have to duplicate this information. This architecture consists of a set of design principles for creating "information-typed" modules at a topic level and for using that content in delivery modes such as online help and product support portals on the web. Decompiling Opposite of compiling. Changing an application from computer code back into source code. Sometimes referred to as reverse engineering. Dialog boxes The rectangular windows used by a program to display information or request information in a User Interface UI Windows or Mac. A file that contains executable functions or data for applications. Several DLLs come with Windows and are used by many applications, others are written for specific applications. Dots Per Inch DPI A common measurement of resolution used in printing to describe the density of an image or character. Refers to the number of dots of ink a printer is able to print per square inch. In general, the higher the DPI, the higher the quality of the printed image. Double-byte character A character defined with two bytes 16 bits instead of one byte 8 bits. Double-byte enabled A program that can handle double-byte languages. Double-byte languages Languages that are coded with two bytes of information for each character, such as Chinese, Japanese, and Korean; as opposed to English, for example, which requires only one byte of information for each letter. Drivers Specialized programs that allow communication between peripherals printers, scanners, video cards, etc. Dynamic content Data or content of a Web site that is stored in a database and is supplied to the user on the fly, based on what is requested usually through a form by the user. Embedded graphic A graphic is known as an embedded graphic if all the information for it is stored in a document and not in a separate file. See also Referenced graphic. Encoding scheme Rules for assigning numeric value code points to characters. Encoding is a method by which a character set is turned into computerized form for transmission and preservation. Exact Match A term used to describe matching within a translation memory. This is a segment stored in the translation memory, identical to the source segment that is to be translated. Executable A program that can be run executed on a computer. It is often faster and more reliable to use FTP software for large file transfers. It can be accessed using an Internet browser or FTP client software. Functional QA Testing of a software application or program to ensure that the localization process does not affect the functionality of the software and that the content displays correctly on the screen. Fuzzy logic A logic that allows the concept of partial truth-values between "completely true" and "completely false. Fuzzy match A term used to describe matching within a translation memory. A segment that is similar but not identical to the sentence or phrase the translator is currently translating. Globalization The process of conceptualizing your product line for the global marketplace so that it can be sold anywhere in the world with only minor revision. It is a global marketing strategy associated with marketing concepts, such as branding, establishing market share, etc. Globalization is particularly important in consumer industries such as clothing and food. Globalization Management System GMS A system that focuses on managing the translation and localization cycles and synchronizing those with source content management. Provides the capability of centralizing linguistic assets in the form of translation databases, leveraging glossaries, and branding standards across global content. Glossary A list of terms which includes extensive definitions and grammatical configurations. See also Terminology list. Glyph The shape representation or pictograph of a character. The part of a software application that is visible to the end-user. Hotspot The part of a graphic in a hypertext document that jumps to another location when the user clicks on it. Similar to a hypertext link. A markup language that uses tags to structure text into headings, paragraphs, lists and links, and tells a web browser how to display text and images on a web page. Integration testing Interoperability Confirmation that two or more systems computers,

communication devices, networks, software, and other information technology components are able to interact with one another and exchange data according to a prescribed method in order to achieve predictable results. International brand development The process of giving a product the look and feel of having been developed in the target country.

## Chapter 2 : A Beginner's Guide to Software Localization | Transifex

*The Guide to Translation and Localization: Preparing Products for the Global Marketplace [Lingo Systems, John Watkins, Lingo Systems] on calendrierdelascience.com \*FREE\* shipping on qualifying offers.*

And you know the international market is lucrative: The data backs this up. According to Common Sense Advisory, a language industry consulting firm, Instead of rushing to translate your app into the ten most popular languages, think strategically. In general, there are two main approaches: Deep Localization Pick only a few markets, but do them well: If you have the financial resources to be investing in these types of local, offline campaigns, deep localization is a smart choice. In this strategy, the product is first made understandable to local users—usually, this means translating into the native language—and then you scale up the localization as reception widens. Define the scope Next, decide how much content you need to localize. If you are going deeply into a few markets, you may need to localize everything you have. First, test the market potential. Just localize your app store listing, and see if there is any traction. If you find potential in particular markets, go for minimum viable localization—localize the app content and necessary user manuals. Commit to complete localization, including your landing pages, marketing materials, and social media content. There are three main models: In-house With in-house translation, you recruit and manage a group of translators who are part of your company. Although it requires high initial investment, it can be cheaper in the long run and allows for smoother communication among PR, branding, marketing, and the localization team, leading to better quality. Setting up in-house translation makes sense when your company consistently needs large volumes of translation, or is highly concerned with the voice of the brand. In-house translation is also worthwhile if you are in a position to easily recruit professional translators in your target languages. This allows you to minimize cost and ensure that translations will be well-adapted to the local community—after all, they should know best. You do have less control over the timeline and risk lower quality overall, but some companies have used this method with great results. LSPs are available either on demand, or as a subscription service. Combine different approaches Each translation option has its pros and cons. But, by combining different translation approaches, you can take advantage of each of their strengths, and minimize the weaknesses. Have your users translate, and then hire professionals to review their work and catch any errors. First, extract UI strings from your app code. Separate the textual content into an external file. This will allow you to adjust the content without changing any of the code itself. You will have one resource file for each language. Name and store each file appropriately, so that the system can understand which language each external file refers to. Prepare reference materials While your engineers are preparing the code for localization, you should be preparing your translators—by sending them comprehensive reference materials. Reference materials are additional documents that you give to the translators, to help them understand the meaning of the source text better. There are a few kinds of reference materials: Translation glossary A translation glossary is a collection of the key terms in your source language. Style guide The style guide is what ensures that translators can capture not only the language of your brand, but also its voice. Enter the translation management system TMS. Picture WordPress, but for content management. A TMS guides the flow of content through every step of the localization process, ensuring that project information is carefully tracked and smoothing the localization process greatly. A TMS allows you to automatically import and export resource files, which saves precious man-hours. In effect, a good TMS is a streamlined project hub. Communicate with your translators We often see companies fail to communicate with their translators or service providers—especially when outsourcing. Be sure to give translators as much context as possible; better communication leads to better translations. Quality assessment materials can help catch translation mistakes. Therefore, we recommend communicating closely with your translator, so you can solve problems together as they arise. Tips for communicating with translators Assign a dedicated team member. Often, translators ask questions because they want to be sure that they understand the exact meaning of the text. The more examples you give, the better sense the translators will have of the meaning and tone. Create a forum crowdsourcing only. With a translator forum, the translators can solve some of the problems themselves. Test the translations

To make sure your translations are working, we recommend on-device localization testingâ€”basically, having someone test-drive your app. She should also be familiar with the app, and willing to go through every single part of it. An ideal localization tester will tell you if the translation is badâ€”and so much more. Getting started To guide your on-device localization testers, prepare a set of instructions that detail which parts of the app you need to have tested. Show your testers how to trigger these, or grant them special access. Then, send the beta version of your app to the testers and set them loose. Platforms such as Testflight and HockeyApp can be especially useful. Good on-device localization testers will go through your app carefully and let you know if they catch any bugs: People with translation backgrounds tend to do a better job test-driving your mobile app, and can often help you fix the translation problems on the spot. Launch your app, and announce the big news: Data has shown just how much a difference that effort can make, and we hope that you, too, will reap the rewards. In this eBook, we take you through the whole process in much more detail. About OneSky OneSky provides seamless end-to-end localization solutions for thousands of mobile apps, games, websites, and businesses worldwide. We hire and carefully screen our own translators to ensure the highest control over quality. See how you can go global at [www.heavily.com](http://www.heavily.com). Heavily attracted to any brilliant growth strategy, well-crafted content and the idea of making the Internet globally accessible.

**Chapter 3 : The Difference Between Translation and Localization**

*The Guide to Translation and Localization Preparing Products for the Global Marketplace This is the fourth edition of our award winning, easy-to-read overview of translation and localization.*

The technological boom and swift evolution of smart phones, tablets and other mobile devices contributed to the better positioning of the industry and lead to coining terms such as mobile learning, micro-learning, gamification, etc. Online training has been adopted by companies as one of the most efficient ways to train their employees based at different locations. The globalization of the market and the attempt to present the best content in the mother language of the learner made e-learning localization a service often associated with online learning. The importance of both e-learning and its proper localization is significant so we compiled this simple guide to answer some of the most popular questions related to these two notions. It also points out that successful e-learning depends on the self-motivation of individuals to study effectively. Teaching can be conducted both inside and outside the classroom with a focus on using computers and the Internet. E-learning can also be described as a network enabling the transfer of skills and knowledge that allows multiple users to access the modules simultaneously or at different times. The first actual online classes were offered back in by the Open University. The corporate sector has embraced e-learning with the coming of the new century in the s as one of the best ways to train new employees. It is a highly productive method to share company values and convey the same message to all your employees globally, while maintaining the same high standards. The initial attitude towards e-learning was not very positive as people were afraid that it will replace the teacher and lacked the human element that is necessary for efficient learning. Some of the voices against this system said that it lacks the intuitive approach and that a machine cannot show empathy or diversify the approach towards different types of learners. The rapid technological progress and the advanced learning systems, however, helped the masses to embrace e-learning. The idea of this type of education, however, has much earlier roots. The first steps of machine-assisted learning were made by Sidney Pressey who invented the teaching machine back in the s. It looked like a typewriter and was used to answer multiple-choice questions. This idea was further developed by B. Skinner a few decades later. He constructed another teaching machine in that allowed learners to view an open-ended question via special window and write down the answer on a roll of paper. The machine allowed the student to proceed further only when a correct answer was given. Both inventions were not very popular at the time. They were perceived as a threat to the teaching profession. Nevertheless, the ideas developed by these two professors, are now incorporated in some modern assessment management systems. The first actual distance learning took place in the s. Isaac Pitman used written correspondence to teach shorthand stenography in Great Britain. He sent the assignments to his students via mail and they returned them for assessment. They even used a special system that allowed teleconferencing before the era of Skype. The Coastline Community College was also established the same year and it became the first school to offer a fully online degree. With the popularization of the computer and the broader access users had to it, electronic learning started emerging in many educational institutions in the USA and across Europe. Distance education has evolved quickly to the extent that nowadays we cannot imagine our education without some web-based learning. Who can Benefit from E-Learning? The answer to this question is actually, quite simple – everyone. E-learning modules can be developed to be accessible on different mobile devices and can incorporate different learning systems to match the specific needs of the learner. Basically, we can divide e-learning users into four main groups: Kids Kids love playing with gadgets – smartphones, iPads, tablets, computers, just name it. Interactive learning comes as somewhat natural to them. Instead of trying to limit the time they spent in front of the computer and perceive it as our enemy, we can turn it into our ally. Everyone can benefit from e-learning – even toddlers! E-learning can be utilized from a very young age and even toddlers can benefit from it, as long as it is done under parental control with limits. Kids going to school can find it to be an excellent supplement to their in-class activities, as long as it is optional and places them in charge of what and how much they are going to learn. University and college students E-learning makes it possible for anyone to get a college or university degree, regardless of their location. Just one click on a

computer or other mobile device allows you to enter the campus and interact with other students and professors no matter that you might be thousands of miles away. Distance learning is suitable for various types of learners: No matter what your reasons are, the final result is getting the degree you wanted. Adults Embracing life-long learning is what responsible adults do. In this dynamic environment it is always a valuable asset to attend some qualification courses or add additional skills. E-learning makes it possible to do so, without interrupting your daily routine. The online courses allow you to progress at your own pace and learn whenever you have time. Since people are quite busy to devote longer chunks of time to learning, micro-learning is becoming very popular these days. The content is divided in very small units that can be only several minutes long. So, learning can take place while you sit in a traffic jam or wait for the bus, for example. Companies The corporate world quickly realized that e-learning offers excellent opportunities for corporate training. Online courses can be utilized at any stage of employee training – from induction to skills building. One of the most common functions of e-learning in the corporate world is the training of employees based in different locations. With the help of e-learning localization, the courses are adapted to the specific requirements of each market and provide the learners with precise information and guidelines. The benefits for the company significantly outnumber the investments made for the proper development of the courses. Regardless of the purpose and users of an e-learning course, there are several elements that differentiate the successful product from the run-of-the-mill training. If you want to achieve your goals and have happy and engaged learners, you need to pay attention to the following: E-learning design The overall design of the e-learning course is as important as its content and even more. Even though a book should not be judged by its cover, it is the cover that sells. The same applies to e-learning courses. So, proper research and analysis of the results are necessary in order to create the ultimate awe-inspiring design for your content-rich modules. Localization is a key step towards making your course successful! E-learning storyboards Storyboards are a very helpful tool that helps visualize the e-learning course you have in mind. Learning how to use them properly is a skill that is worth mastering. There are different types and free templates that you can find online and download for your convenience. There is also a possibility to create your own template using the program or software you are more comfortable with. Anything can do – a Word document, an Excel spreadsheet or PowerPoint presentation. An efficient storyboard can be compared to the blueprint an architect uses: E-learning software tools The e-learning software known also as authoring tools are one of the elements you need in order to create an e-learning course. There are free tools such as H5P. It is an open-source tool that can be used by newbies in the branch or for one-off content creation. Then, there is a great variety of authoring tools that offer different plans depending on your needs. Some of the best tools according to professionals in the branch include Articulate, Adobe Captivate, and iSpring Suite. There are many other good ones as well, so the best thing to do prior to choosing one is research the market and read different reviews and assessments given by those who have tried them. Some of the e-learning software tools are also offered with a trial period, so that you can personally make sure that this product is the right one for you or your business. E-learning trends Following the trends in the e-learning industry is a must when creating a new course. Learners will be more motivated to proceed further and engage deeper if presented with useful content in an interesting way. In order to stay tuned to the novelties in the industry you can follow some e-learning blogs and visit conferences and events both in the USA and abroad. E-learning platforms E-learning platforms can be described as the modern digital substitutes of the traditional classroom. This is the place where the e-learning course is hosted and where the participants can share files, videos, give and assess assignments, etc. There are three basic types of e-learning platforms: LMSs are the preferred option both for individuals, instructional and corporate training. The market offers both paid and free platforms. It is good to research their features in order to choose the best e-learning platform for your needs. E-learning translation and localization Translation and localization of the e-learning course is the final step of your successful project. It makes sure that the informative modules you have created will reach a broader audience, since they will be presented in their mother tongue. This element can be compared to the cherry on the cake that will boost the efficiency of your e-learning course. In order to create a sense of satisfaction and engagement in the learners, each e-learning course should comprise of the following elements: Outstanding content – include factual

up-to-date information, presented in a clear language; look for original data; do not simply reiterate old facts; Understandable examples – choose appropriate examples that would be clear to all your learners, regardless of their age, sex, nationality or location. Here, e-learning localization helps a lot, since the experts doing it will make sure that proper examples are used in each language if the English version is not clear; Clear images and graphs – the images, graphs, charts, etc. Professional voice over – your video voice overs should be high quality. You can choose whether to hire professional voice over talents to or do the perfect voice over yourself as long as the job is properly done; Quizzes and assessment – including funny quizzes makes the learning more pleasant. Providing fair assessment and evaluation of the work done by the learners makes them more confident and satisfied with their work; Feedback – giving and receiving feedback is beneficial for all parties in the process. Learners are happy to share what they liked and what they want to see improved. This information is valuable for you as the e-learning creator and developer for your next project. Localization can be broadly described as translating any content into a given language and adapting it to a specific region and culture. Language localization differs from translation activity because it involves a comprehensive study of the target culture in order to correctly adapt the product to local needs. E-learning localization can effectively train a broader audience while conveying the same consistent message.

## Chapter 4 : The Ultimate Guide to E-Learning and Its Localization - ICD Translation

*Specifically designed to support the localization of data and has features for updating strings, revision control, marking different phases of the localization process, word count calculations, the provision of alternative or suggested language translations, among others.*

So buckle up and get your translation tools ready. Understanding i18n and l10n When it comes to WordPress and the support for your language, there are two key terms you need to understand: The first is internationalization. Internationalization, or i18n for short because there are 18 letters between i and n , is the process by which you as a theme or plugin developer prepare your theme or plugin for translation. WordPress uses the gettext libraries and tools for i18n. Here is how it works in short: Developers wrap translatable strings in gettext functions Source code files are parsed and translatable strings are extracted into POT Portable Objects Template file POT files are then fed to GlotPress, a collaboration tool for translators Translators translate and the result is a PO file PO files are compiled into binary MO files, which give faster access to the strings at run-time This means that no matter what language you use to develop your work, future users or even developers can easily translate it into whatever language is required. The second important term is localization or l10n for short because there are 10 letters between l and n. As a developer, you will only need to concern yourself with internationalization “ making your theme or plugin ready for translation. The WordPress core software has been translated into 75 different languages. Plenty of hosts allow you to choose the language WordPress is installed in. For most users, this option is usually the easiest one. To see if WordPress is available in your language, visit WordPress. If it is available in your language, you will see a yellow notification bar telling you so. Head over to fr. WordPress should now be installed in the French language. Note that this will only change the language used in the backend of your WordPress site. If your posts are in English, they will remain in English. Your theme and any plugins you may be using will still be in English. An alternative way of localizing an existing WordPress installation is by downloading and uploading the. You will have to create a new folder called languages in the wp-content directory. Once you have uploaded all the. To do so, open your wp-config. The first two letters are for the language code and the other two letters are for the country code. Check out the full list of language and country codes. As with the previous method of changing the language in the Settings menu, only the WordPress administration areas will be in your language. You may still need to translate your WordPress theme or other plugins. Finally, if you absolutely dread the idea of tinkering with code, you can use the plugin called WP Native Dashboard. This plugin will allow you to easily install and enable WordPress in your language. Another perk is that with this plugin you can have multiple languages on your site, which comes in handy if you have multiple authors from different areas of the world. Translate WordPress is the place to go if you want to contribute to the polyglots team. If you are multilingual, why not use your skills to contribute to WordPress localization. The first thing you want to do is head over to Translate WordPress. If you have an existing WordPress. After you have familiarized yourself with the handbook, there are a few different ways you can contribute. You can become a part of your local team if one exists already for your language. Or you can create a team. Choose the language you want to use WordPress in. You can help translate WordPress itself, themes, plugins, or apps. You will then be presented with the strings that still need translating. So go forth and translate! Set Translation Headers The first step is adding the translation headers to the plugin headers. The translation headers are the Text Domain and the Domain Path. The Text Domain denotes all text belonging to a plugin. The Text Domain must match the slug of the plugin. Essentially, this means if your plugin is a single file called sample-plugin. The Domain Path is the folder WordPress will search for the. By default, WordPress searches the plugin directory for the translation files to use. If you leave the translation file at the root folder of your plugin you could wind up with a disorganized plugin structure. To inform WordPress about it, you need to use the Domain Path header. For example, a typical header of a WordPress plugin that has been internationalized would look like this: It looks like this: In the case of our sample plugin, the function would look like this: Using Placeholders If you are using variables in strings like the example below, you should use placeholders: How you handle the

translation of HTML links depends on the context the link is in. **Handling Plurals** In some languages, you can have multiple plural forms unlike in English where you have only one plural form. This function accepts four arguments: The second argument displays the text when the number of comments is greater than one. Finally, the fourth argument is the translation text domain. **Handling Disambiguation** In some cases, one term can carry several different meanings and although it may be one and the same word in English it may not be translated the same way in a different language. **Escaping Translation Strings** Translation strings can be escaped by using following functions: Once you have gone through every string in your plugin, the only thing left to do is to create the. By default, the official plugin repository has a tool for generating the POT file of a plugin which is located on the Admin page of every plugin listing. Next, you need to tell POEdit which keywords to look for when scanning your files.

**Chapter 5 : Different Types Of Localization - A Quick Guide To Localization- Tridindia**

*To help make your documentation suitable for localization, your localization vendor should offer to review or "clean up" your English documentation. An English document that is grammatically correct and free from inconsistencies in terminology greatly facilitates the translation process.*

Exploring the Rationale and the Motivation for Volunteer Translation<sup>1</sup>. Journal des traducteurs Mona Baker and Gabriela Saldanha eds. Routledge Encyclopedia of Translation Studies. Internationalisation, technology and translation. Developing psychological skill for the global language industry: An exploration of approaches to translator and interpreter training. The Aesthetics of Chinese Microblogging: State and Market Control of Weibo. Creativity and playability in the localisation of video games. The Journal of Internationalization and Localization 5: Localisation et variation linguistique. In The Encyclopedia of Applied Linguistics, <https://doi.org/10.1016/B978-0-12-397822-9.00011-1>: The Authoritativeness of Translations. Across Languages and Cultures 5: Postgraduate Courses in Audiovisual Translation. On the sociolinguistics of video games localisation. The Journal of Internationalization and Localization 4: Stepping Stones across Language and Cultural Divides. The International Journal of Entrepreneurship and Innovation Exploring the function of online narratives to develop critical thinking and localisation of knowledge in an international science program. British Journal of Educational Technology English as a Lingua Franca and Translation. The Interpreter and Translator Trainer 7: The evaluation of pragmatic and functionalist aspects in localization: Technical translation and related disciplines. Fallacies of game localization. How to bridge the gap between translators and technical communicators?. The Journal of Internationalization and Localization 3: Translators and machine translation: The Interpreter and Translator Trainer Impact of DVD on Translation. Journal of Language Teaching and Research 6: Game localisation as software-mediated cultural experience: Shedding light on the changing role of translation in intercultural communication in the digital age. Inconsistency Detection in Multilingual Knowledge Sharing. Information Sharing Among Countries: The Interpreter and Translator Trainer 2: Localization and the Humanization of Technical Discourse. Across Languages and Cultures 4: Global Requirements Engineering - Resultate einer Literaturanalyse. Intertextual relations in web localization. Designing effective writing-for-translation intranet sites. International Professional Communication Conference, The Interpreter and Translator Trainer 1: The Interpreter and Translator Trainer 3: Evidence and circularity in multimodal discourse analysis. Attila Hildmann goes international. Language localization in scientific drug information. International Journal of Distributed Systems and Technologies 2: Journal of Technical Writing and Communication Please note that it may not be complete. Sources presented here have been supplied by the respective publishers. Any errors therein should be reported to them.

## Chapter 6 : The Ultimate Guide to WordPress Translation and Localization

*The terms website translation and website localization are often used so interchangeably, it's not uncommon for marketers and others to be unaware of the differences—or even know that there are any. While the terms and processes share similarities, understanding what sets them apart can do more.*

Web App Localization Need of Outsourcing Multiple Localization Types Localization serves as a catalyst that withdraws any linguistic or cultural barrier coming your way to international success. Hence, it should be considered as a boon and not as an additional cost. At the very first, you may only localize the product for example, website that you are launching in the target market. But, as you go deeper in it, you will realize that not just the product, but also the other materials for example, business documents, certificates, product info, marketing materials and so on related to it, needs to be localized. This is important just to make your customers aware about the product. Suppose, you get your app localized, then along with the localization of the app, other material, such as Seo content, graphics, color, promotional materials and other business documents, also demand localization. The first and the most important reason to outsource multiple localization expertise, is to boost the sales and revenue graph. If your content would be localized, more and more customers will become aware about your product, thereby increasing the inflow of sales. Localization of promotional materials will help you promote your product or services easily in the target market. This is another important reason that will motivate you to invest in localization. Nobody wants to remain a mediocre brand in the international market. Everybody wants to stand apart; and if you too, desire for the same, you will have to pay much attention towards the localization part of the product. The moment you get your stuff localized, you will observe a magical change in the sales and business growth. This is somewhere or the other related to the above two points. If your sales are growing and you become a global hit, you will definitely start getting better returns on investment. Always remember that while you are struggling in the foreign market, it is only localization that can help you sail through. Amidst severe competition, it can help your brand stand alone and speak for itself. In simple words, it has the potential to provide you with record breaking returns, as otherwise you may not even touch the break-even point. Last but not the last; localization for multiple materials will help you gain a smoother access to the global market. Often businessmen prefer translation as the ultimate medium to enter the global market. As mentioned earlier, translation is similar to localization, but is not the same. They will never find a liking towards your brand as they might have for their favourite local brand. So, keep that in mind. To cut the long story short, localization is a weapon that every business owner should utilize, in order to outrun competition in the global market. So, if you want to dazzle the foreign market with a perfect product and perfectly localized content, get access to localization. There is an abundance of localization companies in India and around the world. At no point, you may feel that there is a lack of access to a localization team. Thus, you are surrounded by experts, who are ready to help you out in the global business world. However, it becomes very difficult to choose one among many. Obviously, you cannot hire all of them. You will have to invest much time in researching the best out of a huge pool. Hence, we are here at your service to save your time and keep you going with a localized content. Localization paves way for international success that you desire. Hence, you cannot afford to make any mistake in choose the service provider. With years of experience and talented team on board, we commit only quality work to you and nothing less than that. Get started now to localize your content!! We will be pleased to hear from You..!!

## Chapter 7 : App Localization Tutorial: Get Started in 8 Simple Steps | OneSky Blog

*This fourth edition of The Guide to Translation and Localization provides an overview of the many steps to take to bring products to the global marketplace. This book began as a means to educate clients on the processes of translation and localization.*

How many times have you laughed over incomprehensible instructions for connecting a new audio system or assembling a new toy for your child? Intuitively most consumers realize they are reading a poor translation. Do you want your customers laughing over something you produced? Most companies seem to understand that the quality of their websites, documentation, and software is extremely important in achieving product acceptance. Time and again we see companies delay projects for weeks while they "wordsmith" their message to get it "just right. If you are investing in the localization of your product, you should want that product to meet the high-quality expectations of your target audience You should also want your product to reflect your carefully crafted image in every marketplace. Think Quality from the Start To maximize quality, consider reviewing your source content and products to determine whether they are "localization-ready" This step begins even before the translation, while your materials are still in development! This review identifies possible issues that may affect successful localization. You are probably familiar with the concept of "internationalizing" software preparing software so that it can be easily localized in the future. We encourage you to apply that same idea to all of your products, including documentation. In our experience, this important step is often overlooked during documentation development, resulting in timelines that compromise a thorough internationalization prior to commencing the project. To help make your documentation suitable for localization, your localization vendor should offer to review or "clean up" your English documentation. An English document that is grammatically correct and free from inconsistencies in terminology greatly facilitates the translation process. Similarly, consistent formatting style see Chapter 10, Writing for Localization greatly improves the document localization process. Keep in mind that if you wait until after the translation process is completed, a poorly formatted paragraph will require fixing in each language. If you review and clean up the document before translation begins, the poorly formatted paragraph only needs to be repaired once! Thinking about your need for quality and other document localization issues early in the process will dramatically improve your final product. The more thought you put into preparing your products for localization, the more likely you will be to achieve higher quality, lower costs, and shorter timelines. Quality Assurance Quality standards are subjective and can vary depending on the use of the final product. With consumer products, you may have exacting quality standards, whereas an in-house training course may have more relaxed quality requirements. The primary Quality Assurance QA standards for localized materials are as follows: Is the source effectively translated into each language? Does the document conform to the "look and feel" of the original source materials? Does your software, website, or on-screen display function properly in the localized technical environment? Translation Quality Factors that impact linguistic quality include: A comprehensive discussion of these topics is presented in Chapter 5. Each is an important part of the QA process. For example, performing additional linguistic steps to copyedit the work of a translator, or proofread the draft output for consistency and flow of language, will improve quality and ensure accuracy. Similarly, utilizing your own in-country personnel or representatives to review the final deliverable is another important QA procedure that will add to the overall quality of your translated product. At Lingo Systems, we endorse each of these steps and recommend that Quality Assurance Specialists verify that the linguists have consistently used the correct terminology and styles. Visual Review Once the formal translation process has been completed, the Quality Assurance process continues in different forms, depending on the nature of your project. If your project includes printed materials, the QA specialists perform visual validation to ensure that everything in the translated document matches the source document. Among the items typically validated are: Oddly, I was the only one in school who thought diagramming sentences and conjugating verbs was cool. This has worked out wonderfully, since the actual speaking part has always stumped me. This list can expand considerably and is normally customized for each project, based on input from the client. To help your vendor develop quality

guidelines, provide them with any information that can aid the translation and QA steps early in the localization process. Some examples of helpful information to provide to your vendor include: Functional Testing Online Documentation As with your printed documentation, all online documentation should be validated in a QA review. These tests, which are ideally performed by your localization vendor, usually require testing on computers running native operating systems to ensure that the functionality and character displays are correct. Typically, the files are checked for: Software should be checked on native operating systems to ensure that character encoding and fonts are correct and that any text expansion does not result in truncated text strings. In addition, hot keys and keyboard shortcuts need testing to ensure there are no conflicts and that the keys used actually appear on the local keyboard. Finally the application needs to be tested to ensure that the localization process did not introduce any "bugs" errors into the software. Typically software goes through a full regression test to make sure that all areas of the software perform as intended. A full discussion on testing and integration can be found in Chapter Summary When selecting a localization vendor, look for a partner who cares as much as you do about carefully localizing your product in different languages. A good way to determine this is to inquire about their QA procedures. There are many translators and translation companies in the marketplace, but each one has different quality standards for their work. Quality Assurance steps must be performed at each stage of a project in order for a localization vendor to meet your expectations for the final product.

## Chapter 8 : The Guide to Translation and Localization: Translation and Localization Glossary

*The Guide to Translation. and Localization Preparing Products for the Global Marketplace This is the fourth edition of our award winning, easy-to-read overview of translation and localization.*

In example 2 above, en. All user-visible strings must be externalized appropriately. Avoiding hard coded strings will make your life easier, and when unsure, perform pseudo localization to root out hard coded strings. Pseudo-localization is often performed in a separate localization testing branch, allowing you to replace your strings using a regular expression. Then, when you run your software, any hard-coded string will be clearly visible. Avoid concatenation of strings. Two or more strings are sometimes concatenated by developers for the purpose of saving space. However, word order varies significantly in each language and string concatenation will most likely result in translation errors in the localization process. Providing explanatory comments for your strings to define context wherever possible will go a long way in assuring better translation accuracy with less back and forth communication efforts. This means time savings for you and fewer headaches. Internationalization should not be treated as a separate step in your software development process, but rather a fundamental thought in every stage of your design and development process. Localization In the past, people often localized content using spreadsheets, requiring developers to copy and paste strings and source content into the spreadsheets before sending it off to a single or multiple translators. Translators would then have to access the spreadsheet, put in their translations, and some sort of quality assurance measure would be implemented to ensure translations were correct before pushing the new strings back into the software. While this is just one translation option, the remainder of our article will focus on using a localization platform, a more commonly adopted way of localizing content that helps developers save time, while ensuring overall quality of translations. Select a localization platform that provides a good editor, supports multiple source formats, allows your translation cycles to integrate well with your build cycles, and offers additional localization features designed for developers. If you are using Transifex, all you need to do is directly upload the resource files of your project in one of the supported resource file formats. The platform will automatically extract all your source strings and make them available for translation. Review All translations must be reviewed for accuracy, language quality, terminology, and any other requirements you may be particular about. The translators, based on feedback from you, a translation administrator, or project manager, must make any necessary modifications. Quality translation platforms will provide an option to pull the translated files that are ready for use with your application. The next step is to import these translated files into your application and deploy your localized application with the new translations. If you push content out on a regular basis, a localization platform will be most beneficial because it can make continuous localization a part of every release cycle. Then, when you add or modify strings in your source files or there is new content to be localized, you can push them for translation and merge the new translations back into the code. Test Your Software for Every Translated Locale You must test your software to ensure both functional and linguistic acceptability for every target locale and language and that translated content makes sense in the context of your product. In addition to translation accuracy, specifically look for layout issues, display errors, formatting issues, and locale specific settings. When is the localization process complete? This means you can no longer change the code in a way that affects the source strings except for specific improvements. The string freeze will allow translators to work on a stable set of strings and ensure adequate time is available to translate and review. Before the final release, you can obtain the translation for all your target languages, compile them into your product and release it. Have other questions about localization? Visit our website at [www](http://www.transifex.com).

## Chapter 9 : The What, Why, and How of Translation Style Guides

*This easy-to-read summary on translation and localization describes how to successfully approach any translation and localization project. Addressing translation needs prior to and during the development process allows more efficient management of projects resulting in abbreviated time lines, reduced costs, and improved quality.*